



**United States Consulate General  
Sao Paulo, Brazil  
Human Resources Notice N°: 20  
Date: June 26, 2014**

**To: All Staff**

**Subject: Vacancy – Information Specialist**

**OPEN TO:** All Interested Candidates/ All Sources  
**POSITION:** Information Specialist, FSN-10/FP-5  
**OPENING DATE:** Thursday, June 26, 2014  
**CLOSING DATE:** Friday, July 18, 2014  
**WORK HOURS:** Full-time; 40 hours/week  
**SALARY:** \*Ordinarily Resident (OR): R\$ 80,850 p.a. (Starting salary) (Position Grade: FSN-10)  
\*Not-Ordinarily Resident (NOR): US\$ 56,323 p.a. (Starting salary) (Position Grade: FP-5)

**ALL ORDINARILY RESIDENT (OR) APPLICANTS (SEE APPENDIX A) MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMITS (ATTACHED TO THE APPLICATION) TO BE ELIGIBLE FOR CONSIDERATION.**

The U.S. Consulate General in São Paulo is seeking candidates for the position of Information Specialist to work in the Public Affairs Office.

**BASIC FUNCTION OF POSITION**

The incumbent serves as main working-level point of contact for print, broadcast, and digital media contacts. Responsible for the bulk of press-related drafting (press releases, media advisories, e.g.) and the official Consulate presence on social media. This position is a facilitator of post social media strategy, campaigns and operations across various channels in Brazil. This position reports to the Senior Information Specialist but works closely with the Information Officer in order to deploy cohesive integrated strategies and tactics.

**MAJOR DUTIES AND RESPONSIBILITIES:**

1. Press outreach: Drafts, edits and translates or reviews translations of Public Affairs publications, press releases, fact sheets, background papers, media reaction reports, and other materials related to press outreach. Coordinates with the Information

Officer (IO) and the Senior Information Specialist in the preparation of such materials. Sets priorities for updating the Embassy web pages, working with the Information Assistant. Also works closely with IO in the timely response to press inquiries under deadline pressure. (40%)

2. Digital Media Operations: Develops and implements the Public Affairs Section (PAS) digital media frameworks and operations, to ensure smooth integration of all elements involved in the production of social media content. Actively participates in the discussion within PAS to develop digital media content for placement on the Mission websites and new media channels. Crafts and follows through with strategies for long term community engagement through campaigns, contests, quizzes, event promotion and other innovative engagement techniques.

Advises American Officer and Senior Information Specialist on effective usage and suggests local adaption of video and multimedia content and resources from a variety of official websites, including whitehouse.gov, state.gov and iip.digital.gov.

Regularly monitors and follows new media trends within Brazil, coordinating with the IO, CIO and Brazil New Media Working Group. Participates in U.S. Mission new media community activities of other digital media practitioners in WHA, Washington, DC and the world. (30%)

3. Mission Support: Monitors print, broadcast and online media daily to prepare clippings and other materials on news developments related to U.S. interests and advises the IO on their impact on Mission goals. S/he selects relevant news clippings, drafts within deadline English-language "Public Affairs Daily Press Summary", and distributes it by e-mails to the Mission and to USG departments and agencies in Washington. Researches and drafts cables on important media affairs related to the operation of the Press Section for dissemination to the Mission and to Washington. (20%)

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4. Contact work: Cultivates and maintains contacts with reporters who cover U.S. – Brazil issues and other subjects that are within USG interests in Brasilia and throughout Brazil. In collaboration with counterparts in Brasilia and Rio de Janeiro, develops a working knowledge of the "who's who" in the press world and shares that knowledge with the IO and other staff in Public Affairs and throughout the Mission. The specialist also cultivates contacts with press office counterparts in local Brazilian institutions, monitors and establishes contact with private sector influencers, and identifies exchange program candidates. (10%)

### **QUALIFICATIONS REQUIRED**

All applicants must address each selection criterion detailed below with specific and comprehensive information supporting each item.

**EDUCATION:** University degree in the liberal arts, marketing, public relations, journalism or international relations required.

**EXPERIENCE:** Professional journalist in either television or print media, or comparable experience is required. Experience using dominant social media tools and analytics required.

**LANGUAGE:** Level IV (Fluent) both in speaking/reading English and Portuguese required. *Language proficiency will be tested for non-native speaker.*

**KNOWLEDGE:**

- Knowledge of institutions and key figures in Brazil's political, economic, media, social and educational life;
- Knowledge of information technology, public relations techniques and communications strategies;
- Knowledge of the U.S. political system, American media and bilateral issues;
- Knowledge of social media management and tools (FB, Twitter).

#### **SKILLS AND ABILITIES:**

- Must be an excellent communicator, both on paper and orally;
- Should be a proficient writer and translator of written materials in English and Portuguese;
- Should have professional standing among media contacts;
- Organizational skills and the ability to understand and prioritize work to ensure that major requirements are met.

*Testing may be conducted to determine qualifications.*

### **SELECTION PROCESS**

When fully qualified, U. S. Citizen Eligible Family Members (USEFMs) and U.S. Veterans are given preference. Therefore, it is essential that the candidate specifically address the required qualifications above in the application.

### **ADDITIONAL SELECTION CRITERIA**

1. Management will consider nepotism/conflict of interest, budget, continuity and residency status in determining successful candidacy.
2. Current employees serving a probationary period are not eligible to apply.
3. Current Ordinarily Resident employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report are not eligible to apply. **Please submit your most recent Employee Performance Report (EPR).**
4. Currently employed US Citizen EFMs who hold a Family Member Appointment (FMA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment.
5. Currently employed NORs hired under a Personal Services Agreement (PSA) are ineligible to apply for advertised positions within the first 90 calendar days of their employment unless currently hired into a position with a When Actually Employed (WAE) work schedule.

### **TO APPLY**

Interested candidates for this position must submit the following for consideration of the application:

1. Universal Application for Employment as a Locally Employed Staff or Family Member (DS-174); **or**
2. A current resume or curriculum vitae **IN ENGLISH** that provides the same information found on the UAE (**see Appendix B**). **We will not/not accept any applications that are not submitted in English; or**
3. A combination of both; i.e. Sections 1 -24 of the UAE along with a listing of the applicant's work experience attached as a separate sheet; **plus**
4. Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-214 with their application. Candidates who claim conditional US Veterans preference must submit documentation confirming eligibility for a conditional preference in hiring with their application.
5. Any other documentation (e.g., essays, certificates, awards) that addresses the qualification requirements of the position as listed above.

**SUBMIT APPLICATION TO**

Email: [recrutamentosaopaulo@state.gov](mailto:recrutamentosaopaulo@state.gov) with vacancy title "Information Specialist".

**CLOSING DATE FOR THIS POSITION: Friday, July 18, 2014**

The U.S. Mission in Brazil provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

Drafted: E.Branco

Cleared: R.Surampudi

E. Gohoure

Approved: C. Lambert

**APPENDIX A**

## DEFINITIONS

1. **Eligible Family Member (EFM):** An individual related to a US Government employee in one of the following ways:

- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#));
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support. The term shall include, in addition to natural offspring, stepchildren and adopted children and those under legal guardianship of the employee or the spouse when such children are expected to be under such legal guardianship until they reach 21 years of age and when dependent upon and normally residing with the guardian;
- Parent (including stepparents and legally adoptive parents) of the employee or of the spouse, when such parent is at least 51 percent dependent on the employee for support;
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, or of the spouse, when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support.

2. **US Citizen Eligible Family Member (USEFM):** For purposes of receiving a preference in hiring for a qualified position, an EFM who meets the following criteria:

- US Citizen; and,
- EFM (see above) at least 18 years old; and,
- Listed on the travel orders of a direct-hire Foreign, Civil, or uniformed service member assigned to or stationed abroad with a USG agency that is under COM authority, or at an office of the American Institute in Taiwan; and either:
  1. Resides at the sponsoring employee's or uniformed service member's post of assignment abroad or at an office of the American Institute in Taiwan; or
  2. Resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2.

3. **Appointment Eligible Family Member (AEFM):** EFM (see above) eligible for a Family Member Appointment for purposes of Mission employment:

- Is a U.S. citizen; and
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)) or a child of the sponsoring employee who is unmarried and at least 18 years old; and
- Is listed on the travel orders or approved Form [OF-126, Foreign Service Residence and Dependency Report](#), of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan (AIT), and who is under chief of mission authority; and

- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, office of the American Institute in Taiwan.
- Does not receive a Foreign Service or Civil Service annuity

4. **Member of Household (MOH):** An individual who accompanies a direct-hire Foreign, Civil, or uniformed service member permanently assigned or stationed at a U.S. Foreign Service post or establishment abroad, or at an office of the American Institute in Taiwan. An MOH is:

- Not an EFM; and,
- Not on the travel orders of the sponsoring employee; and,
- Has been officially declared by the sponsoring USG employee to the COM as part of his/her household.

A MOH is under COM authority and may include a parent, unmarried partner, other relative or adult child who falls outside the Department's current legal and statutory definition of family member. A MOH does not have to be a US Citizen.

5. **Not Ordinarily Resident (NOR)** – An individual who:

- Is not a citizen of the host country; and,
- Does not ordinarily reside (*OR*, see below) in the host country; and,
- Is not subject to host country employment and tax laws; and,
- Has a US Social Security Number (SSN).

NOR employees are compensated under a GS or FS salary schedule, not under the LCP.

6. **Ordinarily Resident (OR)** – A Foreign National or US citizen who:

- Is locally resident; and,
- Has legal, permanent resident status within the host country; and,
- Is subject to host country employment and tax laws.

EFMs without US Social Security Numbers are also OR. All OR employees, including US citizens, are compensated in accordance with the Local Compensation Plan (LCP).

## **APPENDIX B**

If an applicant is submitting a resume or curriculum vitae, s/he must provide the following information equal to what is found on the UAE.

### **Failure to do so will result in an incomplete application**

- A. Position Title
- B. Position Grade

- C. Vacancy Announcement Number (if known)
- D. Dates Available for Work
- E. First, Middle, & Last Names as well as any other names used
- F. Date and Place of Birth
- G. Current Address, Day, Evening, and Cell phone numbers
- H. U.S. Citizenship Status (Yes or No) & status of permanent U.S. Resident (Yes or No; if yes, provide number)
- I. U.S. Social Security Number and/or Identification Number
- J. Eligibility to work in the country (Yes or No)
- K. Special Accommodations the Mission needs to provide
- L. If applying for position that includes driving a U.S. Government vehicle, Driver's License Class / Type
- M. Days available to work
- N. List any relatives or members of your household that work for the U.S. Government (include their Name, Relationship, & Agency, Position, Location)
- O. U.S. Eligible Family Member and Veterans Hiring Preference
- P. Education
- Q. License, Skills, Training, Membership, & Recognition
- R. Language Skills
- S. Work Experience
- T. References

This email is UNCLASSIFIED.